

# Strategic Sales Consulting

We Take Your Sales Process Out of the Trenches



Are you developing or building your company's sales process? Strategic consulting gives you the ACTUS Difference.

**ACTIONable Insights + USable Strategy = ACTUS Difference**

## Today's Business Seems Like a Battlefield

So many organizations manage their sales process like they're hiding in the trenches. We help you conquer the battlefield by giving you the tools needed to win. After all, today's business world requires you to be armed with the right message, the right training, and a team that is battle ready. That's where the Actus team comes in, helping you uncover key points of strength and differentiation while providing a strategy for leveraging them to engage with prospects and clients in a way that helps you stand out and earn their trust. right message, the right training, and a team that is battle ready. That's where the Actus team comes in, helping you uncover key points of strength and differentiation while providing a strategy for leveraging them to engage with prospects and clients in a way that helps you stand out and earn their trust.



### Be armed and ready. Let Actus help you:

- Uncover your strengths and areas in need of development.
- Define clear and relevant differentiation.
- Gain a better understanding of market place demands and needs.
- Understand how to hire and develop your team for maximum results.
- Develop a better way of motivating and training your sales staff.
- Break down barriers between your sales team and other departments.
- Create a battle plan that complements your operational processes.
- Gain leverage through better communication processes and tools.
- Focus on a strategy that drives growth and creates sustainability.

**Sales Consulting by Actus** will help you move from the trenches and declare victory over your competition. Gain improved processes and a better defined strategy, to earn that winning edge.

Don't face the battle without the right support. Actus is your 5-star ranked consulting partner.





Sales Training and Results, Inc. (STAR), a partner of Actus Sales Intelligence, brings 20 years of sales training and consulting services to the Actus suite of offerings. Along with proprietary training managed and developed by Paul Kirch, CEO of Actus, STAR workshops serve to provide a complementary, broader spectrum of experience and capabilities through courses, such as Sales Negotiation Skills, High Performance Selling, Writing a Winning Proposal, and more. By offering STAR workshops, Actus can provide a broader and highly impactful set of training tools to maximize the growth and impact of our clients and their teams.



360roi, a certified partner of Actus Sales Intelligence, brings professional digital solutions to small and medium-sized businesses (SMBs). Through our strategic partnership, we combine professional marketing solutions, which complement and support sales strategy from a 360 degree perspective, looking at all aspects of the process. We help you build leverage for your business through various digital platforms and mediums, to provide maximum exposure. As specialists in User Interface and User Experience (UI-UX) optimization, we provide true Performance Marketing solutions that deliver real competitive advantages. Ultimately, we strive to help drive true return-on-investment (ROI) through process and product optimization.